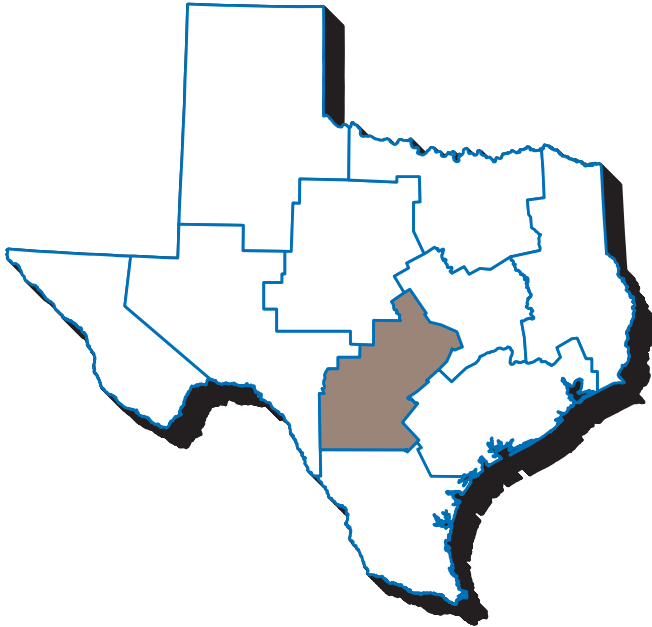


Texas

HILL COUNTRY TRAIL REGION

Economic Impact



The 19-county Texas Hill Country Trail Region features rich heritage, diverse culture, and unforgettable history, including four Texas Historical Commission state historic sites. Travel and tourism are vital to the Texas economy, and the Hill Country Trail Region is no exception. In 2019, direct travel spending in the Hill Country Trail Region accounted for roughly \$19.5 billion of the overall \$82.9 billion spent by visitors to the state.

Visiting historic sites, communities, and museums is a significant component of the state's and region's travel industry. A 2015 study by The University of Texas at Austin and Rutgers University determined that more than 10.5 percent of all travel in Texas is heritage-related.

Travel Matters



\$19,458,930,677
direct travel spending in 2019



\$1,838,299,377
state and local taxes generated from travel spending

Travel Means Jobs



162,334
jobs directly supported by tourism spending within the region



\$5,935,834,124
travel-generated earnings

Source: Dean Runyan and Associates, Travel Texas, August 2020

For more information, contact the Hill Country Trail Region at info@txhillcountrytrail.com.
or the Heritage Tourism Program at the Texas Historical Commission at THCheritagetourism@thc.texas.gov.

**TEXAS
HISTORICAL
COMMISSION**
REAL PLACES TELLING REAL STORIES

